X-Sender: remy@mail.well.com
X-Priority: 1 (Highest)
Date: Tue, 08 Jan 2002 18:21:24 -0800
To: david@wholeearthmag.com
From: Danica Remy <remy@well.com>
Subject: Re: WE : Design Meeting & Other Items - PLEASE COMMENT
X-RCPT-TO: <david@wholeearthmag.com>
Status: U

Great. 16th in San Rafael it is.

Couple of points.

1. We are starting production next week for the up coming issue, which will limit the immediate term outcomes from the meeting. Some of the more tactical outcomes from the meeting on the 16th maybe implementable but certainly not all. We refined the invitee list and suggest the following people: Stephan and Stephanie both who have been the lead designer on past issues, Mike Stone our managing editor, you, David and myself. That would be total of 6. We will add all your questions to the agenda. We can use some of the outcomes and thinking to help inform a follow up meeting with "outsiders". See below.

2. As mentioned earlier we are planning a Whole Earth "Review" meeting with about 12 people on either Jan 29th or Feb 6th which we NEED to inform our thinking on the "overall direction" question. We have not had a bipartisan meeting of respected thinker in ages. We need some critical and candid thoughts to help us inform our thinking. We would like you participate in that meeting if your schedule allows. In fact we would shift the meeting dates if need be to ensure your participation. An outside facilitator will facilitate this meeting.

3. Then based upon what we learn from "staff" and the critical outsiders I suggest we have a "directional" meeting with a very small circle of people to discuss the decisions and high level implementation steps. We believe that we won't have enough input until we have had the preceding meetings to really set a new plan into motion.

Please let us know your thoughts or concerns and your availability on these three points.

David has left VM for your printer contact.

Let us know if you come up with any options on the ad front. The question about Ford is not a new one for us. Happy to discuss how we think can work with these kind of anchor clients and stay true.

Danica

At 05:29 PM 1/7/02 -0800, Chris Anderson wrote:

> Danica, hi there... the 16th works well for me. I will come up to your offices.
>
> My main concern re the meeting format is who attends. I think there are too many right now. I would say limit it to: David Bolling, Danica Remy, Chris Anderson, Stefan Gutermath. (Maybe if one of the other designers is particularly good or communicative, they could be added.) This is more about overall direction than design detail at this stage. With 8 people in the meeting, creativity is more likely to dry up, I suspect. The agenda looks good. I would add these questions:
>
> - What are the top five reasons why someone would read WE? What are they looking to learn from it?
>
> - If everything in WE was to be divided into between five and 10 sections, what would those sections be?
>
> - In what ways could the additional of color throughout improve the look, feel and usefulness of the magazine?
>
> - If accessibility is improved, what can be done to avoid charges by hardcore readers that the magazine has gone mainstream?
>
> - Are there any design innovations that could be 'owned' by WE?
>
> I am emailing my possible ad sales person shortly... It's a long shot, I guess. Long term my goal would be have a few bigger brands than those included in your target list. (yes, potential for controversy...) eg. Ford, given their stated environmental goals. But it's unrealistic to go after them until there's a better circulation and editorial story.
>
> The print quote was from Brown Printing, Nick Treseder, the local salesperson is at 925 295 1640. I'll alert him to the possibility of a call from David.
>
> All best,
>
> - C
>
> At 03:22 PM 1/3/02 -0800, you wrote:

Chris,

No worries on the date change. How about Monday the 14th or Wednesday the 16th. You let me know the preferred date and also your preferred location for the meeting.

Just to recap that other emails we were also wondering:

Was the agenda close to what you thought we might cover for the design meeting?
Do you have someone who might be interested in ad sales?
Any „off the top of you head‰ comment on the ad priority targets?
Can you forward the name of your printing contact?

Thanks for you interest and concern on the job front. As it,s important to keep my word, I will begin in earnest the job search on the 15th as I promised my family. I would be completely delighted to discuss any ideas that you have percolating! Without a doubt any discussion we have would certainly count as looking∑. Whenever is convenient (before or after your return) let me know.

Looking forward to the New Year!

Danica

At 05:23 PM 12/29/01 -0800, Chris Anderson wrote:

> Danica, I'm so sorry, it looks like I won't be back by then. Can we delay till the week of the 14th? I'll make myself any day that week except the Tuesday 15th.
>
> I know that's running into your deadline re your own job search. Perhaps we can schedule a long phone call well ahead of then, if that would help. I remain extremely eager to figure out a way of working with you for the long term!
>
> Meanwhile, I have on my to do list to follow up on that print quote.
>
> All best,
>
> - Chris
>
> At 03:25 PM 12/28/01 -0800, you wrote:
>
> > Chris,
> >
> > David worked up this draft agenda (attached and pasted below) for our meeting tentatively set for Jan 7. Are you still on board for that date? And if so where

would you like to meet?

We would like to jump-start this next issue with more integrated teamwork. David and I have discussed what contributions the different designers have brought to Whole Earth and we are actually looking at how might redux the entire design process even in the short term. So we would like to use the opportunity to explore the ideas of various contributors.

Please let us know if this is what you had in mind when we talked about a meeting.....

We are planning a separate editorial board meeting later in the month as well which we would love to have you attend if possible. We would move the date around to fit your schedule. We have attached a draft agenda for the meeting, which does not have date, or attendee list set yet.

Danica

## Proposed Agenda For Design Meeting
## Prepared by David Bolling
## 12/27/01
## Please review and comment

Background: Numerous readers have expressed the desire to see Whole Earth address the issue of how it is organized and designed. Many people believe that the organization of content is confusing and makes it hard for readers to find what they,re looking for. This meeting is intended to review design and style issues that can contribute to improving readability and appeal.

I. Purpose: To review the content organization and style of Whole Earth magazine with the objective of enhancing the magazine,s overall design and improving reader access and appeal.

II. Attendees: David Bolling, Danica Remy, Chris Anderson, a design professional invited by Chris Anderson, and Whole Earth

designers Stefan Gutermath, Deborah Tibbets, Stephanie Johnston and Monica Olson.

III. Process: Review the design of *Whole Earth* by addressing the following questions:

a. What is the style of *Whole Earth*? What should it be?

b. To what degree should *Whole Earth* style reflect the design elements of the original catalog?

c. What are the strengths of *Whole Earth* style as currently designed?

d. What are the weaknesses of *Whole Earth* style?

e. How can the information in *Whole Earth* be organized to maximize reader access and appeal?

f. What design rules should be employed to maximize reading ease?

g. Can a consensus be achieved on a *Whole Earth* logo? A definitive logo is needed immediately to use on a product line.

h. Compile and summarize conclusions.

danica remy . remy@well.com . p 415.381.4309 . f 707.897.3990

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> If you do not understand your situation well enough to be in control of it, all you can do is live in it and learn from it and try to create possibilities and see what happens as one goes along - Don Michael

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